



ROMANIAN COPYRIGHT OFFICE (ORDA) ROMANIAN PATENT OFFICE (OSIM)

ROMANIAN AMERICAN UNIVERSITY IN
BUCHAREST

REGIONAL CONFERENCE

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Intellectual Property (IP) in the Digital Economy for Small and Medium-sized Enterprise (SMEs)

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Romanian Copyright Office (ORDA)
the Romanian Patent Office (OSIM),
and
the Romanian American University in Bucharest

Bucharest, September 21 and 22, 2017

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Thursday, September 21, 2017

9.00 – 9.30 Opening Ceremony

Welcome addresses by:

Mr. Doru-Adrian Paunescu, Director General of the Romanian Copyright Office (ORDA), Bucharest

Ms. Tatiana Radu, Director of Technical Support and Information Department, the Romanian Patent Office (OSIM), Bucharest

Prof. Univ. Dr. Ovidiu Folcut, Rector, Romanian-American University, Bucharest

Ms. Silvija Trpkovska, Senior Program Officer, SMEs and Entrepreneurship Support Division, World Intellectual Property Organization (WIPO), Geneva

Moderator: Ms. Silvija Trpkovska

09.30 – 09.50 **Overview of Copyright and Related Rights in Romania and their Role in the Digital Era**

Speaker: Mrs. Irina Lucan-Arjoca, Deputy Director General, the Romanian Copyright Office (ORDA)

9.50 – 10.40 **The Digital Economy – A Concept and Strategy for the Future**

Speaker: Mr. Dean Marks, former Executive Vice President, Motion Picture Association of America, United States of America

Speaker: Mr. Matthew Neco, Professor of IP Licensing Law at Pepperdine University School of Law, United States of America

10.40 – 10.55 Coffee Break

10.55 – 11.15 **Intellectual Property and Advertising**

Speaker: Ms. Constanta Moiescu, Judge Specialized in IP Rights, The Bucharest Tribunal

11.15 – 11.35 **Activities of the European Observatory on Counterfeit and Piracy**

Speaker: Ms. Monica Pop, Prosecutor, Representative of Romania at the European Observatory

11.35 – 12.05 **EU Copyright Directive: How the Value Gap affects the creative industry in Europe**

Speaker: Mr. Ludovico Benvenuti, Director of the European Office,
International Federation of Phonographic Industry (IFPI)

12.05 – 12.30 **Questions & Answers session**

12.30 – 13.50 Lunch Break

Moderator: Mrs. Irina Lucan-Arjoca

13.50 – 14.15 **Role and Importance of Intellectual Property for SMEs in the Digital Economy/Era**

Speaker: Ms. Silviya Trpkovska

14.15 – 14.45 **Internet - Digital advertising, image rights and rights of others; Use of image, voice and video advertising; Use of third-party brands on social networks. Parody and free speech. Rights of minors**

Speaker: Dr. Andres Guadamuz
Senior Lecturer in Intellectual Property Law
University of Sussex, United Kingdom

14.45 – 15.10 Coffee Break

15.10 – 15.30 **Cybersecurity risks and other threats associated to unlicensed software**

Speaker: Ms. Magda Popescu, Lawyer, BSA/The Software Alliance

15.30 – 15.50 **The audiovisual productions in digital environment**

Speakers: Mr. Laurentiu Oprea, Head of Copyright Department, the
Romanian National Television (TVR)
Mr. Ion Ionescu, Vice-president, UPFAR-PSPCT

15.50 – 16.10 **Controversial Aspects regarding Domestic Provisions in the field of Online Gambling**

Speaker: Prof. Marius Pantea, Phd, "A. I. Cuza" Police Academy,
Bucharest

15.50 – 16.10 **Fiscal Aspects in Intellectual Property**

Speaker: Prof. Univ. dr. Viorel Ros, Director of the Doctoral School of
Nicolae Titulescu University, Bucharest

16.10 – 16.30 **Provocations for music industry within the new context of digital world**

Speaker: Mrs. Adina-Mihaela Scriosteanu, Music Industry Association of
Romania (AIMR)

16.30 – 16.50 **Cybersquatting – domain names vs. trademarks**

Speakers: Mr. Cristian Guia, partener & Ms. Cristina Rosca, Junior Associate,
Eversheds Lina&Guia SCA, Romania

16.50 – 17.10 **Questions & Answers session**

Friday, September 22, 2017

Moderator: Dr. Mihai Olariu, the Romanian-American University in Bucharest

09.30 – 10.00 **Copyright management on YouTube**

Speaker: Mr. Marcin Olender, Google

10.00 – 10.30 **Designing Effective Intellectual Property Management Strategy for a Digital Business (Copyright, Digital Rights Management)**

Speaker: Mr. Dean Marks

10.30 – 10.50 **The Hidden Value of Industrial Property**

Speaker: Ms. Tatiana Radu

10.50 – 11.15 **Software Patent Protection: Patenting Traditional or Embedded Software and the Problem of Firmware.**

Speaker: Dr. Andres Guadamuz

11.15 – 11.30 Coffee Break

11.30 – 11.50 **A new copyright reform in sight- can we predict the impact for the small Romanian digital businesses**

Speaker: Mr. Bogdan Manolea, Executive Director, The Association
for Technology Information (ApTI)

11.50 – 12.10 **General considerations on receiving a patent**

Speaker: Ms. Miruna Enescu, European Patent Attorney, ROMINVENT

12.10 – 12.30 **Questions & Answers session**

12.30 – 13.30 Lunch Break

Moderator: Mr. Tomasz Liharewski

13.30 – 14.00 **Intellectual Property Issues in International Business**

Speaker: Mr. Tomasz Liharewski, Program Officer,
Department for Transition and Developed Countries,
WIPO, Geneva

14.00 – 14.40 **Intellectual Property Enforcement in the Digital Environment: Copyright, Trademark, Domain Names and Cybersquatting**

Speaker: Mr. Dean Marks

Speaker: Mr. Matthew Neco

14.40 – 15.00 **Artists in Digital Environment**

Speaker: Mr. Adrian Daminescu, Artist

15.00 – 15.20 **Future of Brands. The extension of the regulations in the tobacco sector upon other industries**

Speakers: Ms. Gilda Lazar, Director Corporate Affairs &
Communications JTI Romania, Moldova & Bulgaria

15.20 – 15.40 Coffee Break

15.40 – 16.00 **Extreme Light Infrastructure – Nuclear Physics (ELI-NP) - Legal and Institutional Framework**

Speaker: Ms. Raluca Stoicea, Head of Legal and Human Resources
Department, ELI-NP

16.00 – 16.20 **Online Press – Quality vs. Quantity**

Speaker: Mr. Virgil Munteanu, Executive Director, Evenimentul Zilei

16.20 – 16.50 **Case Studies: Effective Management of IP Assets**

Speakers: Representatives of all participant countries

16.50 – 17.10 **Summing-up and Closing Ceremony**

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